



# Success stories in predictive analytics in Retail and CPG

Top 50 Best Companies to Work for in India 2016 – Silicon Review Magazine

Predictive Analytics Company of the Year 2014 – CIO Review Magazine

Top 20 Company in India - TiE Lumis Entrepreneurial Excellence Awards 2013

Top 50 Big Data Analytics Companies in India 2013 – CIO Review Magazine



# A leading ride sharing company in US predicts the real time ride match probability with an accuracy of 70% through Machine Learning Algorithms

## Objectives

- A leading ride sharing company in US.
- Challenge is to develop a predictive model which predicts the probability of getting matching ride requests within ten minutes

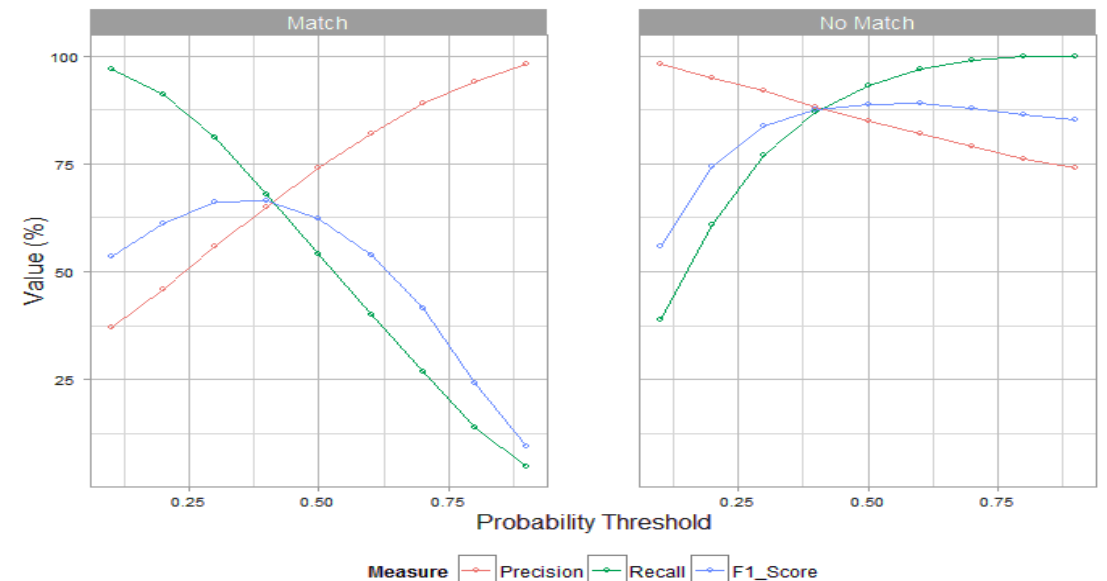
## Our Approach

- Identified the key variables for example number of active users, time of day, weather etc. which affect the ride sharing demand.
- Developed predictive models using multiple techniques - Support Vector Machines, Boosted Trees, Neural Networks and Random Forests.
- The final model which uses different implementations of Random Forests was selected using cross-validation and analysis of predictions

## Impact

Model predicts the ride match probability with an accuracy of 70%. The model is integrated with the live platform for real time prediction of ride matches

Distribution of Performance Measures over Probability Threshold



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